

In the Claims:

1. (Cancelled) without prejudice or disclaimer.
2. (Cancelled) without prejudice or disclaimer.
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27. (Currently Amended) For use with a trim press having a die build up plate that is mounted to a first platen, a striker plate that is mounted to a second platen, and wherein the trim press moves the first platen such that the trim press travels between a load position in which a cutting edge is spaced from the striker plate and a cutting position in which the cutting edge confronts the striker plate, a die for cutting a thermoformed plastic article from a sheet of thermoformable plastic that rests upon the striker plate comprising:

- a) a knife element having an inner portion and outer portion, said knife element connected to said die build up plate that includes a cutting edge for severing a thermoformable plastic sheet when the knife element confronts a striker plate;
- b) a band heater adhered to, and circumscribing said outer portion of said knife element for substantially uniform heating the knife element;
- c) a feedback sensing unit positioned between and in direct contact with said knife element and said band heater for communicating temperature readings of said knife element; [[and]]
- d) a pair of power leads connected to said band heater for controlling the amount of heat dissipated from said heating band;
- e) whereby the temperature in said knife element is effectively regulated by the direct contact of said feedback sensing unit and heating band with said knife element such that variations measured by said feedback sensing unit from a target temperature results in either an increase or decrease in power to said power leads[.];
- f) a rigid die travel stop mounted to the die build up plate that limits travel of the trim press by engaging a feature on the striker plate, and a die board having a plurality of mounting holes that are oversized with respect to mounting posts on the die build up plate; and
- g) the rigid die travel stop having a generally conical recess at its distal end that engages a registration feature associated with the plastic article such that when the trim press is in the cutting position the registration feature co-acts with the generally conical location pilot to move the die board relative to the die build up plate along a first plane such that the knife element is placed in a predetermined cutting alignment with respect to the plastic article.

28. (Previously Presented) The die of claim 27, wherein said feedback sensing unit includes a thermocouple.

29. (Cancelled) without prejudice or disclaimer.

30. (Currently Amended) The die of claim [[29]] 27 wherein the rigid die travel stop comprises a post element that is mounted on the die build up plate that limits travel of the trim press to no further than a position at which the cutting edge first contacts the striker plate.

31. (Currently Amended) The die of claim 27, wherein further comprising:
[[a]] said die board is moveably mounted to the die build up plate that is moveable within a range of positions along [[a]] the first plane generally parallel to the sheet of thermoformable plastic and defined by the die build up plate and wherein the knife element is fixed to the die board. [[; and]]

~~a die location pilot connected to the die board that engages a registration feature associated with the plastic article such that when the trim press is in the cutting position the registration feature co-acts with the location pilot to move the die board relative to the die build up plate along the first plane such that the knife element is placed in a predetermined cutting alignment with respect to the plastic article.~~

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36. (Cancelled) without prejudice or disclaimer.

37. (Cancelled) without prejudice or disclaimer.

38. (Cancelled) without prejudice or disclaimer.